

OVERALL RATING SUMMARY TABLE - PACK TESTS
(Mean Rating: 5.0 = Highest Rating "like it very much")

	Players Lights 25's		Players Pack With Raffles Name	Northwind	
	Red Panel/ Champagne	Solid Red		Panel	Swirl
Base size	----(219)----		(99)	(151)	(149)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
<u>Total</u>	<u>3.8</u>	<u>3.5</u>	<u>4.1</u>	<u>3.8</u>	<u>4.1</u>
Men	3.7	3.5	4.1	3.8	4.0
Women	3.9	3.5	4.2	3.8	4.2
18-34	3.8	3.6	Not Available	3.8	4.0
35-54	3.8	3.4		3.9	4.2
Kings smokers	3.7	3.6	4.2	Not Available	
100's smokers	3.9	3.4	4.0		
Sample	Non-menthol flavor Low tar Kings and 100's smokers		Menthol Kings and 100's smokers	Menthol Kings and 100's smokers	

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